

Panaji, 12th January, 2022 (Pausa 22, 1943)

SERIES III No. 41

OFFICIAL GAZETTE

GOVERNMENT OF GOA



PUBLISHED BY AUTHORITY

EXTRAORDINARY

GOVERNMENT OF GOA

Office of the Collector, North Goa District

—
Order

No. MCMC/General Election 2022/Misc/01

Sub : Media Monitoring & Certification

Whereas that the Hon'ble Supreme Court of India, by its interim order dated 02-04-2004 passed in SLP (Civil) No. 6679/2004 (Ministry of Information and Broadcasting V/s M/s. Gemini TV and others), in substitution of the order under challenge, had directed as under:

- a) No cable operator or TV channel shall telecast any advertisement, which does not conform to the law of the country and which offends the morality, decency and susceptibility of views or which is shocking, disgusting and revolting;
- b) The telecast during the operation of the Model Code of Conduct shall be monitored by the Election Commission of India;
- c) The question as to whether the expenditure incurred by the candidate on inserting such advertisement should or should not be included, shall be considered by the committee to be appointed in this regard; and
- d) The Election Commission of India shall lay down the modalities whether such advertisements are in conformity with law.

In order to preview, scrutinize and verify all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic media, in terms of Hon'ble Supreme Court Order dated 13th April, 2004 in SLP (Civil) No. 6679/2004 and ECI's subsequent Order No. 509/75/2004/JS.-I dated 15th April, 2004, a Media Certification and Monitoring

Committee (MCMC) of North Goa District has been constituted by the District Magistrate and District Election Officer, North Goa District, vide Order No. 5-16-2021/ELN/Main/58 dated 08-01-2022 for the purpose of previewing, scrutinizing and verifying all advertisements by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic media.

Every registered Nation and State, Political Party and every contesting candidate proposing to issue advertisements on Print Media/Electronic Media/Social Media and Television Channels will have to apply for pre-certification of advertisements to the Media Certification and Monitoring Committee (MCMC) of North Goa District in Annexure "A" (Application for Certification of Advertisement) not later than 3 days prior to the date of the proposed commencement of the telecast of such advertisement. In case of any other person or unregistered political parties, they have to apply in writing in Annexure "A" to the MCMC not later than 7 days prior to the date of the telecast. Such application shall be accompanied by two copies of the proposed advertisement in electronic form along with the duly attested transcript thereof. In case of earlier, the application shall be disposed within 3 days of its receipt.

The application for certification shall contain following details:

- I. The cost of production of the advertisement.
- II. The approximate cost of the proposed telecast of such advertisement on a television channel or cable network with the break-up of number of insertions and rate proposed to be charges for each such insertion.

III. It shall also contain a statement whether the advertisement inserted is for the benefit of the prospects of the election of a candidate(s)/parties.

IV. If the advertisement is issued by any person other than a political party or a candidate, that person shall state on oath that it is not for the benefit of the political party or a candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate.

V. The political party or candidate has to state on which social media platform/whatsapp/bulk sms he intends to utilize for advertising, if any of this platforms are going to be utilized.

VI. A statement that all the payments shall be made by way of cheque or demand draft.

The MCMC will scrutinize the applications received and if the committee is of the opinion that the proposed advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India, then the committee shall issue the certificate of advertisement for telecast in Annexure "B", After obtaining the certificate in Annexure "B", the applicant shall produce the same before the print media/Social media for telecasting the proposed advertisement.

All the Editors of Print media/electronic media/social media and Television Channels are hereby informed to insist on certification in Annexure "B" issued by the Media Certification and Monitoring Committee (MCMC) before telecasting or publishing any advertisement from any individual and daily report of such advertisement shall be submitted to the Nodal Officer MCMC, North Goa on email ID: northgoa.mcmc@gmail.com as per enclosed format Annexure "C".

Panaji, 11th January, 2022.—The District Magistrate & DEO, North Goa District, *Ajit Roy, IAS.*

ANNEXURE-A

Application for Certification of Advertisement

I.

- Name and full address of the applicant:
- Whether the advertisement is by a political party/contesting candidate/any other person/group of persons/ association/ organization/Trust (give the name):
- (a) In case of political party, the status of the party (whether recognized National/State/unrecognized party):
(b) In case of the candidate, name of the Assembly constituency from where contesting:

- Address of Headquarters of political party/group or body of persons/association/organization/Trust:
- Channels/Cable networks/Print Media/Social Media on which the advertisement is proposed to be telecast:
- (a) Is the advertisement for the benefit of prospects of election of any candidate(s):
(b) If so, give the name(s) of such candidate(s) with full address and name(s) of constituency (ies):
- Date of submission of the advertisement:
- Language(s) used in the advertisement (advertisement is to be submitted with two copies in electronic form along with a duly attested transcript):
- Title of advertisement:
- Cost of production of the advertisement:
- Approximate cost of proposed telecast with the break up of number of insertions and rate proposed for each such insertion.
- Total expenditure involved (in Rupees).

II

I Shri/Smt. _____ s/o d/o w/o, _____ (full address) _____, undertake that all payments related to the production and telecast of this advertisement will be made by way of cheque/demand draft.

Place:

Date:

Signature of the applicant

III

(Applicable for advertisement by a person/persons, other than a political party or a candidate)

I, Shri/Smt. _____, s/o, d/o, w/o _____, (full address) _____, hereby state and affirm that the advertisement(s) submitted herewith is not for the benefit of any political party or any candidate and that this advertisement(s) has/have not been sponsored/commissioned or paid for by any political party or a candidate.

Place:

Date:

Signature of applicant

OFFICIAL GAZETTE — GOVT. OF GOA

SERIES III No. 41

(EXTRAORDINARY)

12TH JANUARY, 2021

Encl.: - Two copies in electronic form alongwith duly attested transcript.

ANNEXURE-B

Certification of advertisement for telecast

1.	Name and address of the applicant/ Political Party candidates/Person/Group of Persons/Association/Organization Trust	
2.	Title of Advertisement	
3.	Types of Advertisements & Duration	
4.	Language (s) used in advertisement	
5.	Date of submission of advertisement	
6.	Date of Certification of Telecast	
7.	Channel on which Advertisement to be telecasted	
8.	Total Expenditure	

Certified that the above advertisement is fit for telecast as per guidelines prescribed by the Hon'ble Supreme Court of India.

ANNEXURE-C

FORMAT

Name of the Print/Electronic Media House:

Date:

www.goaprintingpress.gov.in

Published and Printed by the Director, Printing & Stationery,
Government Printing Press,
Mahatma Gandhi Road, Panaji-Goa 403 001.

Price—Rs. 3.00

PRINTED AT GOVERNMENT PRINTING PRESS, PANAJI-GOA—330/220—1/2022.